

# *ValueOptions* Youth in the Workplace

*ValueOptions*

George Washington University—  
Ensuring Solutions

Health and Performance Resources



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Substance Abuse and Mental Health Services Administration  
Center for Substance Abuse Prevention  
[www.samhsa.gov](http://www.samhsa.gov)

# Grant Team

- Lynn Maskel, M.D.—Principal Investigator
- Richard Paul, A.C.S.W., C.E.A.P.—Project Director
- Kathy Greco, L.M.S.W., C.E.A.P.—Project Manager
- Eric Goplerud, Ph.D.—Senior Research Scientist
- Carl Summers, Ph.D.—Primary Evaluator
- Paul Russell, M.B.A.—Data Analysis
- Rick Thomas, Ph.D.—Data Analysis
- Partnering Worksites
  - National workforce of a telecommunications company, several manufacturing companies, and a public service employer



# Goals

- To test the feasibility of offering EAP services that reach young workers for the first time with media, messages, and processes of care that match their preferences and problems
- Deploy sophisticated geodemographic segmentation systems and data mining techniques to identify the cultural, demographic, and attitude preferences of young workers



# Target Population

- Youthful workers aged 16 to 24 currently employed at least part-time in the U.S. and eligible to receive EAP services from ValueOptions
- Phase I target population includes employees of at least 5 Fortune 100 organizations, and Phase II will expand this intervention to other book of business accounts



# Implementation History

- All partnering worksites have successful EAP programs that do not have customized services/curricula or currently targeting young workers



# Primary Components

- Conduct prospective risk assessment by mapping the characteristics of the geodemographic market segments to historic EAP and behavioral health care utilization patterns
- Develop interventions designed to address specific human capital risks
- Implement modified EAP
- Evaluate outcomes of modified EAP



# Delivery Mechanism

- EAP services including telephonic, face to face, and web-based interventions



# Products

- Organizational development services
- EAP intake, assessment, and counseling
- Training and communication materials





# Expected Intermediate and Long-Term Outcomes

- Increase EAP utilization among targeted population
- Increase knowledge of needs and preferences of target population

